

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A computer-implemented product design method comprising providing one or more product design software tools, the tools being adapted to provide a product template to the user, the product template incorporating an advertisement not provided by the user, the tools further adapted to allow the user to incorporate user content into the template (a) allow a user to create an electronic product design and (b) incorporate into the design an advertisement not provided by the user, and offering the user the option of removing the advertisement.
2. (canceled)
3. (previously presented) The method of claim 1 wherein the user must pay a fee to have the advertisement removed.
4. (previously presented) The method of claim 1 wherein the tools are provided by a business to the user at no charge and wherein the advertisement is a promotional message for the business providing the tools.
5. (original) The method of claim 1 wherein the electronic product design is the design of a product that the user desires to be produced in physical form and wherein the method further comprises
 - offering to produce the physical product for the user at a first price if the advertisement appears on the produced product, and
 - offering to produce the physical product for the user at a second price if the advertisement does not appear on the produced product, the second price being greater than the first price.
6. (original) The method of claim 5 wherein the first price is free.

7. (original) The method of claim 5 wherein the electronic product design is the design of a product intended to be printed and the physical product is a quantity of printed copies of the printed product.

8. (Currently Amended) A computer-implemented method for offering to a user to produce products in physical form from an electronic product design ~~prepared by a user, the electronic product design comprising a product template incorporating advertising not provided by the user and further incorporating content selected by the user into the template,~~ the method comprising

offering to produce the physical product at a first price if the advertising not provided by the user is ~~incorporated~~ retained in the electronic product design such that the advertising will appear on the product when the product is produced, and

offering to produce the physical product at a second price if advertising not provided by the user is ~~not included in~~ removed from the electronic product design, the first price being lower than the second price.

9. (New) One or more computer readable storage mediums tangibly embodying program instructions which, when executed by a computer, implement a method for offering to a user to produce products in physical form from an electronic product design, the electronic product design comprising a product template incorporating advertising not provided by the user and further incorporating content selected by the user into the template, the method comprising

offering to produce the physical product at a first price if the advertising not provided by the user is retained in the electronic product design such that the advertising will appear on the product when the product is produced, and

offering to produce the physical product at a second price if advertising not provided by the user is removed from the electronic product design, the first price being lower than the second price.

10. (New) A system for offering to a user to produce products in physical form from an electronic product design, the electronic product design comprising a product template

incorporating advertising not provided by the user and further incorporating content selected by the user into the template, comprising

one or more processors executing computer readable program instructions configured to offer to produce the physical product at a first price if the advertising not provided by the user is retained in the electronic product design such that the advertising will appear on the product when the product is produced, and to offer to produce the physical product at a second price if advertising not provided by the user is removed from the electronic product design, the first price being lower than the second price.

11. (New) One or more computer readable storage mediums tangibly embodying program instructions which, when executed by a computer, implement a product design method comprising

providing one or more product design software tools, the tools being adapted to provide a product template to the user, the product template incorporating an advertisement not provided by the user, the tools further adapted to allow the user to incorporate user content into the template to create an electronic product design, and

offering the user the option of removing the advertisement.

12. (New) The one or more computer readable storage mediums of claim 11 wherein the user must pay a fee to have the advertisement removed.

13. (New) The one or more computer readable storage mediums of claim 11 wherein the tools are provided by a business to the user at no charge and wherein the advertisement is a promotional message for the business providing the tools.

14. (New) The one or more computer readable storage mediums of claim 11 wherein the electronic product design is the design of a product that the user desires to be produced in physical form and wherein the method further comprises

offering to produce the physical product for the user at a first price if the advertisement appears on the produced product, and

offering to produce the physical product for the user at a second price if the advertisement does not appear on the produced product, the second price being greater than the first price.

15. (New) The one or more computer readable storage mediums of claim 14 wherein the first price is free.

16. (New) The one or more computer readable storage mediums of claim 14 wherein the electronic product design is the design of a product intended to be printed and the physical product is a quantity of printed copies of the printed product.

17. (New) A product design system comprising
one or more product design software tools configured to provide a product template to the user and to allow the user to incorporate user content into the template to create an electronic product design, wherein the product template incorporates an advertisement not provided by the user, and
one or more processors configured to offer the user the option of removing the advertisement from the electronic product design.

18. (New) The system of claim 17 wherein the user must pay a fee to have the advertisement removed.

19. (New) The system of claim 17 wherein the tools are provided by a business to the user at no charge and wherein the advertisement is a promotional message for the business providing the tools.

20. (New) The system of claim 17 wherein the electronic product design is the design of a product that the user desires to be produced in physical form and wherein one or more processors configured to offer the user the option of removing the advertisement from the electronic product design are further configured to offer to produce the physical product for the user at a first price if the advertisement appears on the produced product, and to offer to

produce the physical product for the user at a second price if the advertisement does not appear on the produced product, the second price being greater than the first price.

21. (New) The system of claim 17 wherein the first price is free.

22. (New) The system of claim 17 wherein the electronic product design is the design of a product intended to be printed and the physical product is a quantity of printed copies of the printed product.